

# MedlinePlus Mobile Evaluation

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[m.medlineplus.gov](http://m.medlineplus.gov)

# Study Questions

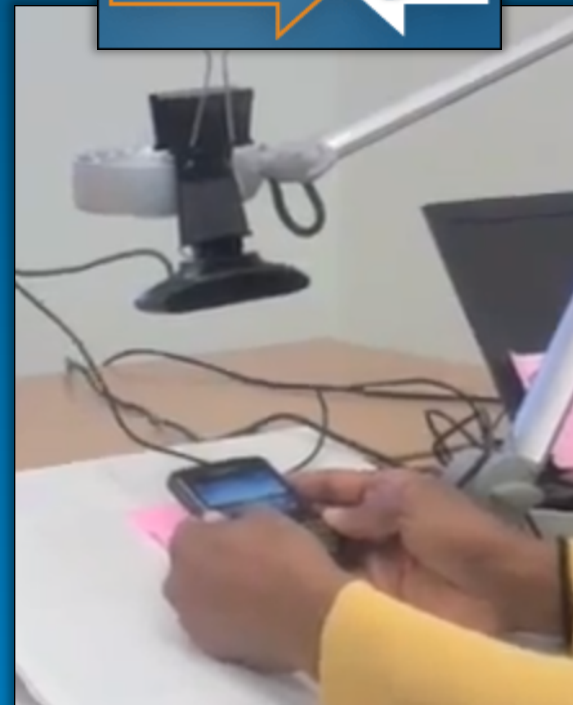
- Who is using MedlinePlus Mobile?
- What do they do on MedlinePlus Mobile?
- Are they satisfied with their visit?
- Overview data
  - Mobile site
  - Mobile use of full site



# Data Sources

webtrends®

Google Analytics



United States  
**National Library of Medicine**  
National Institutes of Health

Study Question 1:

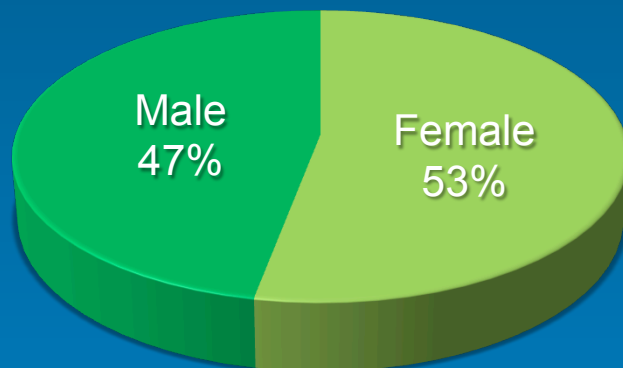
# Who is using MedlinePlus mobile?



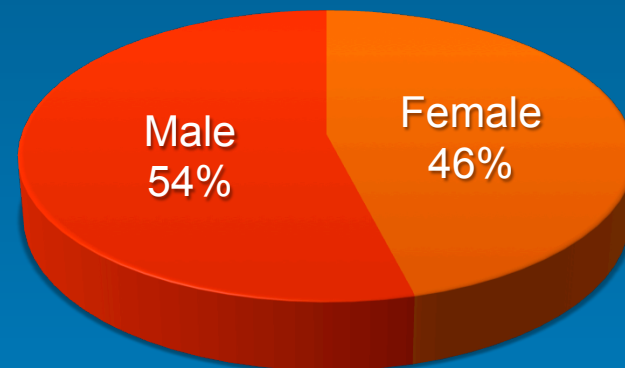
United States  
**National Library of Medicine**  
National Institutes of Health

# Who – Gender

English Survey



Spanish Survey



# Who – Age

Age	English Survey	Spanish Survey
24 and under	12%	18%
25 - 34	20%	<b>26%</b>
35 - 44	20%	<b>26%</b>
45 - 54	<b>21%</b>	18%
55 - 59	11%	6%
60 - 64	8%	3%
65 - 69	4%	2%
70 - 74	2%	1%
75 - 84	2%	0%
85 - 94	0%	0%
95 or over	0%	0%



# Who – Country

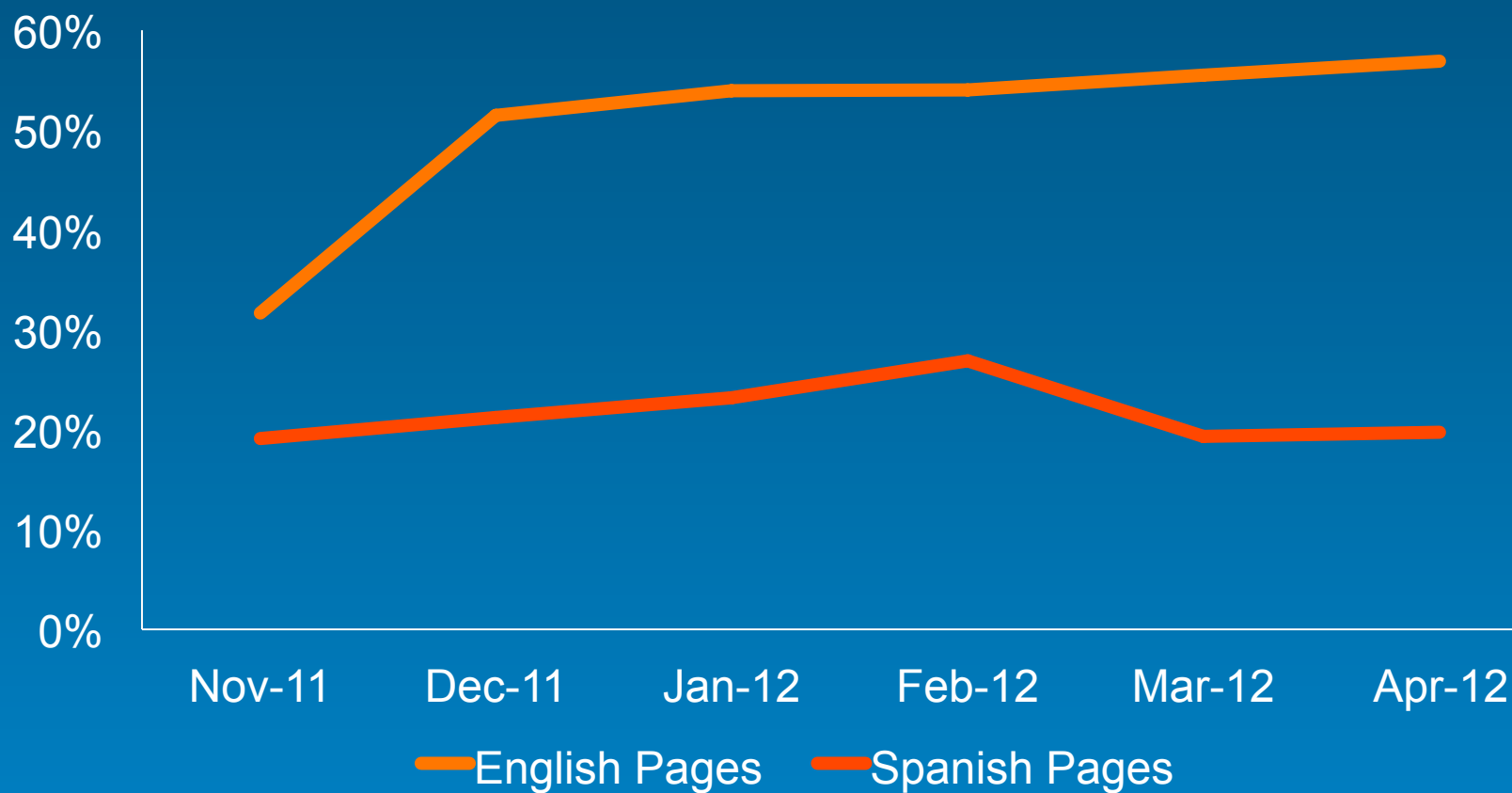
Country	Visits to English Pages
United States	56.9%
Canada	6.3%
United Kingdom	5.4%
Netherlands	4.4%
Mexico	2.3%
Spain	2.3%
Australia	1.9%
India	1.6%
Puerto Rico	1.6%
China	1.5%

Country	Visits to Spanish Pages
United States	19.73%
Mexico	15.82%
Spain	13.90%
Canada	9.50%
Colombia	4.21%
Puerto Rico	4.05%
Netherlands	3.71%
Chile	3.62%
Argentina	3.60%
United Kingdom	3.28%





# % of Visits from U.S.



# Who – Mobile Devices

Device	Visits to English Pages
Apple iPhone	34.7%
Android Device	13.7%
Samsung	6.0%
Opera Mini	3.9%
Apple iPod Touch	3.8%
Nokia	3.6%
Apple iPad	3.3%
LG	2.5%
BlackBerry 8520	2.4%
BlackBerry 9300	1.5%

Device	Visits to Spanish Pages
Apple iPhone	17.56%
Android Device	14.42%
BlackBerry 8520	13.18%
Nokia	7.07%
Samsung	6.39%
BlackBerry 9300	3.55%
Apple iPod Touch	3.32%
Opera Mini	3.12%
LG	3.12%
Sony Ericsson	2.51%



# % of Visits from iPhones



Study Question 2:

# What do they do on MedlinePlus mobile?



United States  
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National Institutes of Health

# What – Pages

- Lots of visits come from direct traffic or referred from MedlinePlus.gov home page
- Heavy use of navigation pages
  - >80% of visits do not include search
- No clear picture of most used content areas



# What – Information Sought

Primary Reason for Visit	English	Spanish
Specific disease, condition, diagnosis, or treatment	<b>47%</b>	<b>51%</b>
Medicines or prescription drugs	15%	11%
General health and wellness info	12%	13%
Keep up with breaking health news	9%	12%
Alternative treatments, herbs, or supplements	8%	9%
Other	4%	2%
Health care products or services	3%	2%
Health care provider (physician/dentist/hospital/etc.)	2%	1%



# What – Duration of Visit

- Most visits are quick

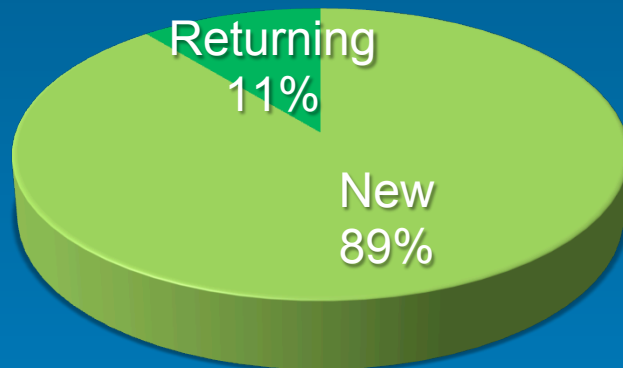
- Google Analytics shows that >75% of visits last 10 seconds or less

- WebTrends shows that ~75% of visits last 1 minute or less

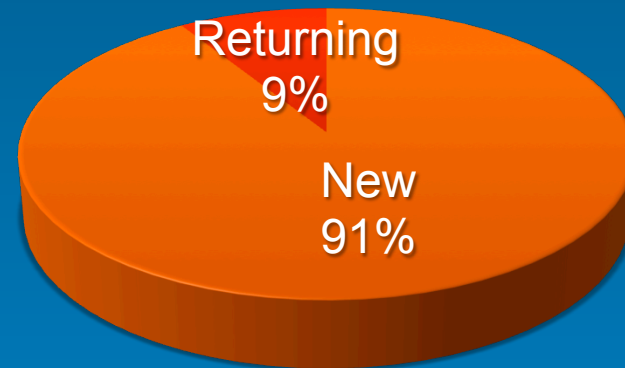


# What – Frequency of Visit

Visits to English Pages



Visits to Spanish Pages





Study Question 3:

**Are they satisfied with their  
visit to MedlinePlus Mobile?**



# Satisfaction – Overall



# Satisfaction – Return

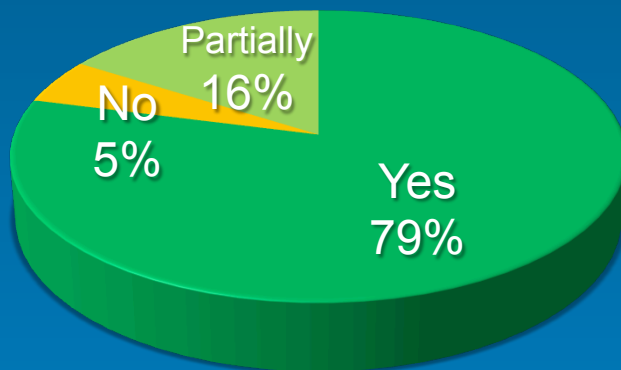


# Satisfaction – Recommend

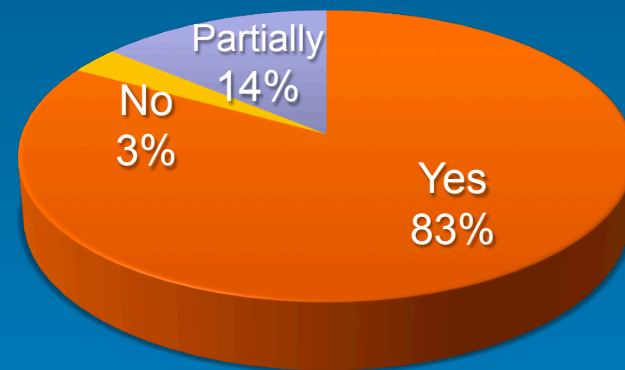


# Were you able to accomplish your primary task?

English Survey



Spanish Survey

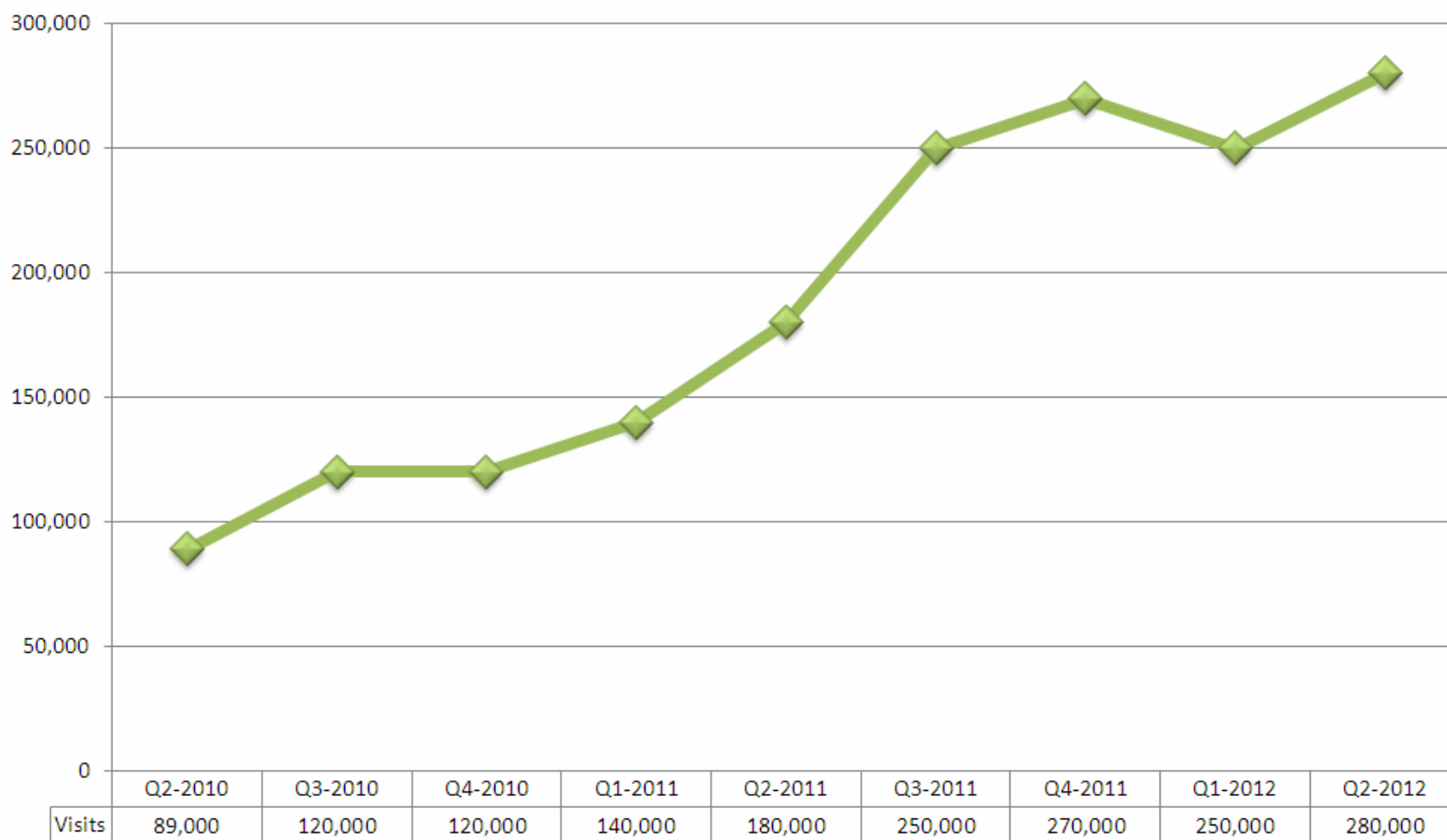


# Overview – Mobile site



United States  
**National Library of Medicine**  
National Institutes of Health

# Mobile Site – Visits

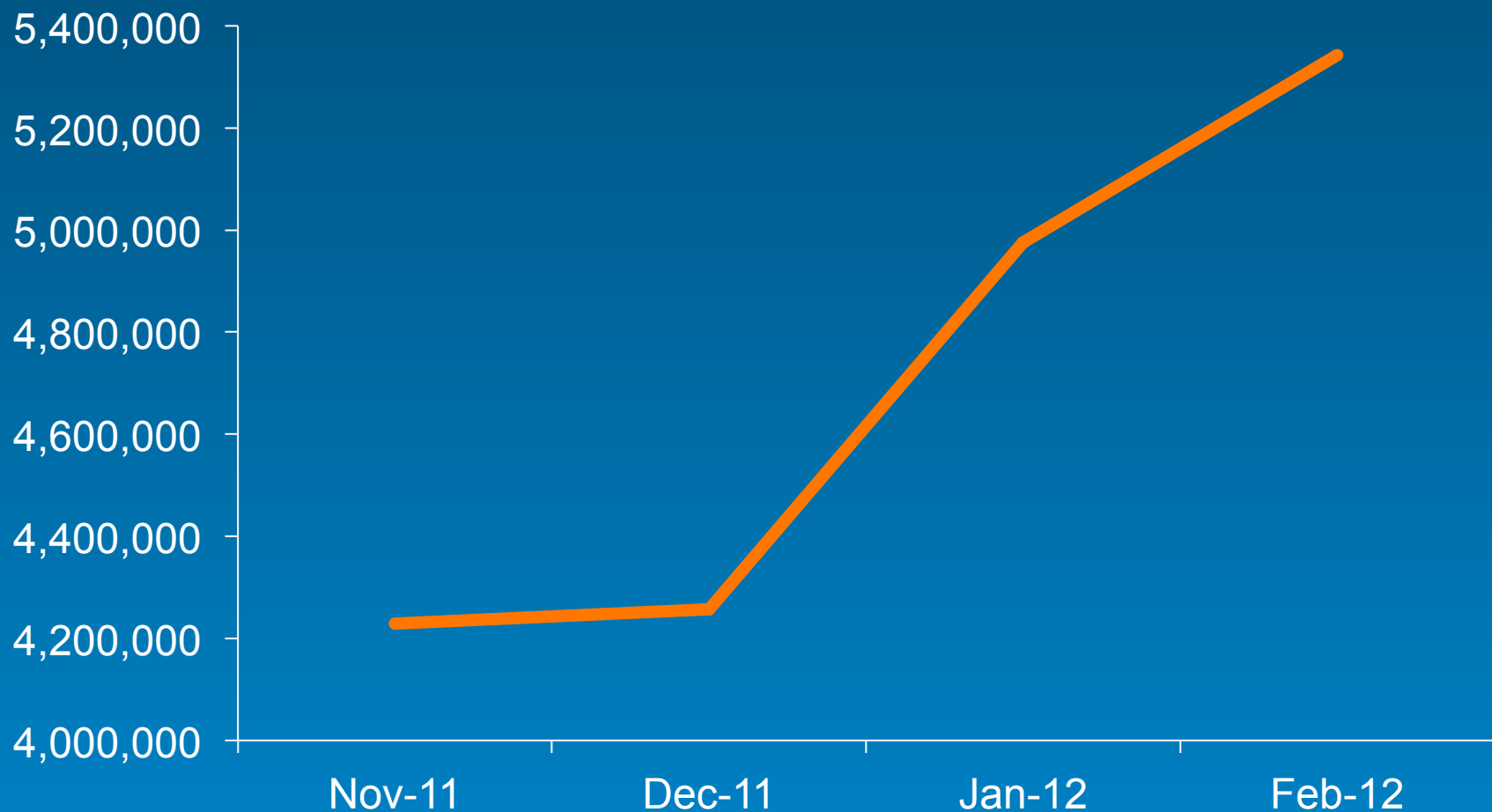


# Overview – Mobile use of the full MedlinePlus site

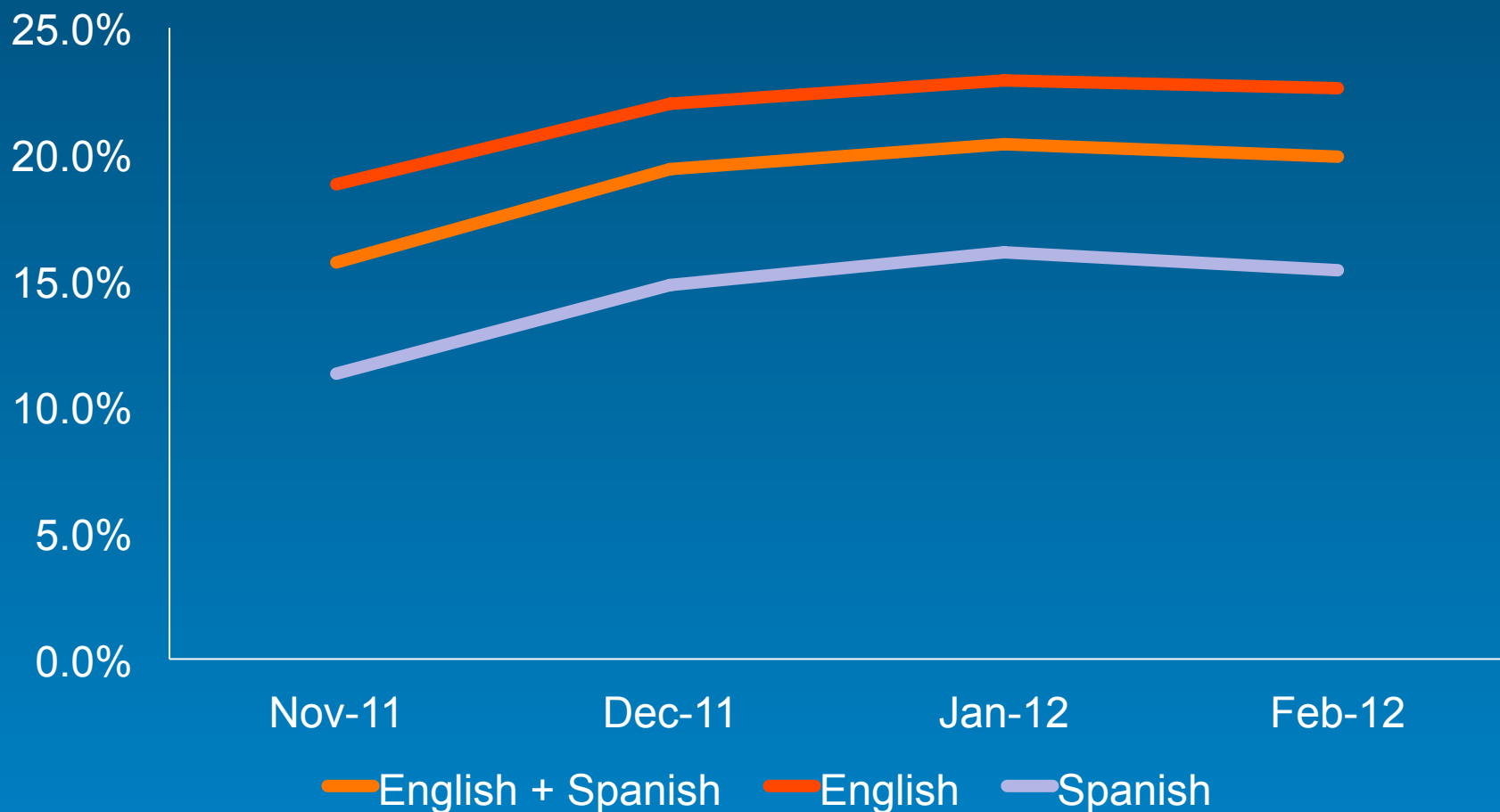




# Mobile Device Visits to the Full MedlinePlus Site



## % of Visits to MedlinePlus Full Site from Mobile Devices



# Mobile Use of Full Site – Devices

Device	Visits to English Pages
Apple iPhone	38.9%
Apple iPad	18.7%
Android Device	10.1%
Samsung	3.8%
Opera Mini	3.2%
Apple iPod Touch	3.1%
HTC	1.5%
HTC Evo	1.4%
Motorola	1.4%
LG	1.3%

Device	Visits to Spanish Pages
Apple iPhone	22.1%
Android Device	13.5%
Apple iPad	11.9%
BlackBerry 8520	7.4%
Nokia	5.2%
Apple iPod Touch	4.1%
BlackBerry 9300	3.4%
Samsung	3.2%
Opera Mini	3.1%
Sony Ericsson	3.0%

